

**MARKETING MISSOURI WINE  
AND SPECIALTY FOOD PRODUCTS  
THROUGH LABELING  
FOR REGIONAL IDENTITY**

**A Survey Conducted by the Rural Sociology Department,  
University of Missouri-Columbia**

**in conjunction with  
The Grape & Wine Program,  
Missouri Department of Agriculture**

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Wine Survey: ID# \_\_\_\_\_  
Date:

Name:

1

## Intersectoral Linkages and Regional Organization

1. Do you sell any local/regional/Missouri products at your winery besides wine?  
If yes, specify:

Type	Source
Meat products _____	_____
_____	_____
_____	_____
_____	_____
_____	_____
Cheese, dairy _____	_____
_____	_____
_____	_____
_____	_____
_____	_____
Honey _____	_____
_____	_____
Fruit products _____	_____
_____	_____
Other _____	_____
_____	_____
_____	_____
_____	_____

2. Do you sell any local/regional/Missouri craft products?  
If yes, specify:

Type	Source
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

3. Do you belong to any kind of local/regional organization for winery owner/operators?  
If yes, specify:

MO Grape Growers Assoc.  
MO Vintners  
Grape & Wine Advisory Board

Wine Survey: ID# \_\_\_\_\_  
Date:

Name:

2

**Others:**

**Name**

**Contact**

\_\_\_\_\_  
\_\_\_\_\_

4. [if regional group] Can you tell me about this group?

**When formed?**

\_\_\_\_\_

**By whom?**

\_\_\_\_\_

**Membership (type and number)**

\_\_\_\_\_

**Why/purpose?**

\_\_\_\_\_

5. What kinds of activities does this group participate in?

6. How do they fund their activities?

7. Are all of the members from wineries, or do you have members from other occupations?

8. Does the group link their work to the image of your local area? In what ways?

9. How many people go through your winery yearly?

10. What percentage of your wine is bottled with a Missouri appellation on the label?  
(Prompts: Augusta, Hermann, Ozark Highlands, Ozark Mountain)

11. Do you try to link the image of your winery with your local area in some way?  
If so, please describe this for me.

12. What are the aspects of your local region that you think can potentially help market your wine?

(Prompts:) Culture

Environment/landscape

History

Other amenities

Date: \_\_\_\_\_

13. Do you belong to any kind of local/regional business organization (including businesses beyond wineries)? If so, which one?

14. Do you work individually with other local businesses to promote your own business? If so, what kinds of businesses?

B&amp;B

Restaurant

Recreation

Other

15. What is your opinion of the importance of business networking in your local/regional area for the overall success of your business?

Very important

\_\_\_\_\_

Important

\_\_\_\_\_

Makes no difference

\_\_\_\_\_

Too much trouble

\_\_\_\_\_

Waste of time

\_\_\_\_\_

16. If a new networking program began in your area for businesses related to your own and to regional tourism, how interested would you be in participating?

Very interested

\_\_\_\_\_

Somewhat interested

\_\_\_\_\_

Might participate

\_\_\_\_\_

Would not participate

\_\_\_\_\_

I would oppose this idea

\_\_\_\_\_

17. What kinds of government offices do you access or receive help from to run or promote your business?

City

\_\_\_\_\_

County

\_\_\_\_\_

State

\_\_\_\_\_

Federal

\_\_\_\_\_

Other

\_\_\_\_\_

18. What kinds of legal/administrative forms or requirements do you have to fill out/fulfill for your business?

19. Which government offices give you the most help with these?

20. Are there any non-governmental offices that are helpful with these requirements?

Wine Survey: ID# \_\_\_\_\_

Name:

4

Date:

21. Was your winery founded with the intention of creating a family tradition (i.e., that the business would continue in the family when you retire)?

22. Do you have a family member or members who will take over the business one day?

23. What do you consider to be the biggest obstacles to your success in the wine business?

24. What do you consider to be your greatest assets?

25. Is there anything else that you would like to share with me regarding the local/regional organization in your area and how it affects your business?

### Survey Questions Pertaining to Quality Control Measures

1. How do you determine your grape quality? (*Probe: Are you using harvest parameters suited to your varieties?*)
2. Do you check your wine for true identity of the varietal? (*Probe: Are you certain you have a pure variety? Do you check for blending?*)
3. How do you set your tolerance limit for diseased fruit and check for that?
4. How do you set your tolerance limit for rotten fruit and check for that?
5. What chemical wine analysis do you do in house? Please check the following:

Sugar	_____
Acids	_____
PH	_____
Sulfur dioxide gas	_____
Malolactic fermentation	_____

6. Do you have in house sensory testing capability? (*Probe: Who is on your team for this?*  
[Get a list of names])

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

7. How do you conduct your tastings?

Location ( <i>Where?</i> )	_____
How many people participate?	_____
Are they blind?	_____
What is the procedure you follow? ( <i>Probe: Triangle test?</i> )	_____

8. What are your winery sanitation practices?

What cleaning equipment do you use?

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Do you use a steam generator or hot water?

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If you use chemicals, such as sanitizers, which ones do you use?

Soda ash

Sodium bicarbonate

Chlorine bleach

**Other:** \_\_\_\_\_

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9. How do you control the quality of your bottling materials?

Corks

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Bottles

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10. Are there any other quality assurance procedures that you follow?

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Wine Survey: ID# \_\_\_\_\_  
Date:

Name:

7

**Financial Data**  
**Confidential**

**Year of Data:**

1. Year      2002 \_\_\_\_\_
2. County \_\_\_\_\_

**Sales Revenues:**

3. Sales \_\_\_\_\_

**Employment:**

4. Number of full-time jobs \_\_\_\_\_
5. Total salaries and wages \_\_\_\_\_
6. Number of part-time jobs \_\_\_\_\_
7. Total hours per year \_\_\_\_\_
8. Total wages per year (part-time) \_\_\_\_\_

**Winery Scale:**

9. Total acres planted in wine grapes in MO \_\_\_\_\_
10. Total acres by varietal \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

10. Total tonnage of Missouri grapes  
purchased from off farm in 2002 \_\_\_\_\_

11. Total tonnage of non-Missouri grapes  
purchased from off farm in 2002 \_\_\_\_\_

12. Total gallons of wine produced 2002
- Missouri appellation \_\_\_\_\_
- Non-Missouri appellation \_\_\_\_\_

Wine Survey: ID# \_\_\_\_\_  
Date:

Name:

8

**Operating Costs**

	<b>Total Expenditures</b>	<b>Estimated Percent Purchased Within County</b>	<b>Estimated Percent Purchased Within Missouri</b>
<b>Grapes</b>	_____	_____	_____
<b>If grapes are bought outside the winery, then we need the market value of the grapes that are purchased. If produced locally in a vineyard by the same company, then we need to know the tonnage of grapes used.</b>			
<b>Fermentation Supplies (please list)</b>			
Nutrients	_____	_____	_____
Yeast	_____	_____	_____
Fining Agents	_____	_____	_____
SO <sub>2</sub>	_____	_____	_____
General Chemicals	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
<b>Bottling Materials</b>	_____	_____	_____
Bottles	_____	_____	_____
Corks	_____	_____	_____
Capsules	_____	_____	_____
Labels	_____	_____	_____
_____	_____	_____	_____
<b>Office Supplies</b>	_____	_____	_____
<b>Newspaper Advertising</b>	_____	_____	_____

Wine Survey: ID# \_\_\_\_\_  
Date:

Name:

9

	Total Expenditures	Estimated Percent Purchased Within County	Estimated Percent Purchased Within Missouri
Commercial Printing	_____	_____	_____
Radio and TV Advertising	_____	_____	_____
Vehicle Repair	_____	_____	_____
Maintenance – Building	_____	_____	_____
Maintenance – Machinery	_____	_____	_____
Chemicals	_____	_____	_____

**Life of equipment issues should be evaluated. How long before certain pieces of equipment need to be replaced? If every 5-10 years, what is the cost of replacement? Specify value and life of equipment:**

_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

Landscaping	_____	_____	_____
Paper Containers/Boxes	_____	_____	_____
Distribution Costs	_____	_____	_____

Bill backs

Wine Survey: ID# \_\_\_\_\_  
Date: \_\_\_\_\_

Name: \_\_\_\_\_

10

	Total Expenditures	Estimated Percent Purchased Within County	Estimated Percent Purchased Within Missouri
<b>The difference between motor freight/transportation and distribution costs: motor freight costs would be costs of moving wine to warehouse, outlet store, to other areas for resale and includes costs of operating a warehouse. Distribution costs are charges that are paid to distributors for getting wine to retail stores, other parts of state, country, etc.</b>			
<b>Motor Freight Transportation and Warehouse Costs</b>	_____	_____	_____
<b>Janitorial Supplies</b>	_____	_____	_____
<b>Accounting Services</b>	_____	_____	_____
<b>Wood Pallets</b>	_____	_____	_____
<b>Legal Services</b>	_____	_____	_____
<b>Banking Services</b>	_____	_____	_____
<b>Credit Card Fees</b>	_____	_____	_____
<b>Electrician Services</b>	_____	_____	_____
<b>Utility - electric</b>	_____	_____	_____
<b>Utility - gas</b>	_____	_____	_____
<b>Utility – city/water</b>	_____	_____	_____
<b>Insurance (include Vehicle, building, liability)</b>	_____	_____	_____
<b>Insurance – employee health</b>	_____	_____	_____
<b>Outside Management/ Consulting Services</b>	_____	_____	_____
<b>Computer Services</b>	_____	_____	_____
<b>Computer Equipment</b>	_____	_____	_____

Date:

Name:

11

[illegible]